

WHAT IS CLAIMED IS:

1. An energy bar having a mean hedonic score for consumer acceptability of at least about 5.2.
2. The energy bar of claim 1, at a 60 % confidence level.
3. A grain based energy bar having a mean hedonic score for consumer acceptability of at least about 5.2.
4. The energy bar of claim 3, wherein said energy bar has process sensitive ingredients that are processed in a manner to preserve the integrity of said process sensitive ingredients by controlling the temperature and/or shear energy imparted on said process sensitive ingredients.
5. The energy bar of claim 3, wherein said energy bar has physiologically functional ingredients that are strategically positioned in said energy bar.
6. The energy bar of claim 3, wherein said energy bar has protein powder that has a particle size distribution such that at least about 30 wt.% of said protein powder has a mean particle size of at least about 35 microns.
7. A chewy energy bar having a mean hedonic score for consumer acceptability of at least about 4.9.
8. The energy bar of claim 7, wherein said energy bar has process sensitive ingredients that are processed in a manner to preserve the integrity of said process sensitive ingredients by controlling the temperature and shear energy imparted on said process sensitive ingredients.
9. The energy bar of claim 7, wherein said energy bar has physiologically functional ingredients that are strategically positioned in said energy bar.

10. The energy bar of claim 7, wherein said energy bar has protein powder that has a particle size distribution such that at least about 30 wt.% of said protein powder has a mean particle size of at least about 35 microns.
11. The energy bar of claim 7, wherein said energy bar has a fat-carbohydrate matrix that is gently folded into an energy bar matrix, wherein said energy bar matrix is comprised of one or more solid components, and one or more carbohydrate based syrups.
12. The energy bar of claim 11, wherein said fat-carbohydrate matrix is selected from the group consisting of caramel, fondants, truffles, creams, ganache, mousse, chocolate, and mixtures thereof.
13. The energy bar of claim 7, wherein said energy bar has inclusions that are comprised of fortification ingredients.
14. An energy bar made by the process comprising the steps of:
 - (a) mixing one or more solid components and one or more carbohydrate based syrups to form an energy bar matrix;
 - (b) mixing said energy bar matrix with a fat-carbohydrate matrix to form an enhanced energy bar matrix, wherein said fat-carbohydrate matrix is comprised of one or more fats and one or more carbohydrate components, and
 - (c) forming said enhanced energy bar matrix into said energy bar, wherein said energy bar has a lubricious mouthfeel.
15. The energy bar of claim 14, wherein said energy bar has a mean hedonic score of at least about 5.2.
16. A method of making an energy bar comprising the steps of:
 - (a) mixing one or more solid components and one or more carbohydrate based syrups to form an energy bar matrix;
 - (b) mixing said energy bar matrix with a fat-carbohydrate matrix to form an enhanced energy bar matrix, wherein said fat-carbohydrate matrix is

comprised of one or more fats and one or more carbohydrate components,
and

(c) forming said enhanced energy bar matrix into said energy bar, wherein
said energy bar has a lubricious mouthfeel.

17. The method of claim 16, wherein said energy bar has a mean hedonic score
of at least about 5.2.
18. A method for improving the mean hedonic score of an energy bar,
comprising one or more of the following steps: (a) processing process
sensitive ingredients in a manner to preserve the integrity of said process
sensitive ingredients by controlling the temperature and/or shear energy
imparted on said process sensitive ingredients; (b) strategically positioning
physiologically functional ingredients in said energy bar; (c) including a fat-
carbohydrate matrix with an energy bar matrix; and (d) using protein
powders that have a particle size distribution such that at least about 30
wt.% of said protein powder has a mean particle size of at least about 35
microns.
19. The method of claim 18, wherein step (a) is used to produce a hedonic gain
of about 0.4 points.
20. The method of claim 18, wherein steps (a) and (c) are used to produce a
hedonic gain of about 0.6 points.